



**USDA Weekly Retail Shell Egg Feature Activity**  
**Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 04/07 thru 04/13**  
(prices in dollars per carton)

Fri. Apr 07, 2006

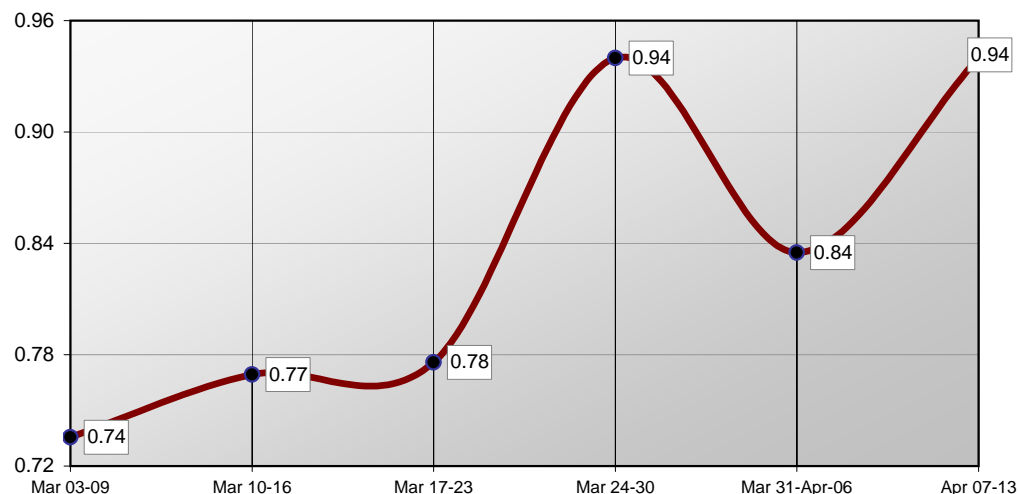
NATIONAL SUMMARY										
Feature Rate		THIS WEEK				PREVIOUS WEEK				
		51.3% of 17,000 stores				27.1% of 17,000 stores				
		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA									
	White 12 pack				1,210 1.02				320 0.81	
	White 18 pack				1,570 1.61				400 1.20	
	Brown 12 pack									
	USDA GRADE A									
	White 12 pack		250	0.84	1,960	0.81	120	0.84	480	0.89
SPECIALTY	White 18 pack				340 1.11				740 1.24	
	Brown 12 pack									
	USDA ORGANIC									
	White 12 pack									
	Brown 12 pack				640 2.96		110 3.59		210 3.65	
	OMEGA-3									
TYPICAL	White 12 pack		500	2.06	1,090	2.05			1,130	2.34
	Brown 12 pack								600	2.03
	CAGE-FREE									
	White 12 pack				210 2.02					
	Brown 12 pack				570 2.67				740 2.57	
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/		
Regular Shell Eggs (XL/LG; AA/A; W/B)				5,330		2,060		Large Eggs on		
Specialty Shell Eggs				3,010		2,790		Apr-03-2006		
Total (including Medium)				8,780		5,210		708.2		
Special Rate 4/:				16.3%		4.5%		up 4%		

5/: Inventory in thousands of 30-dozen cases.

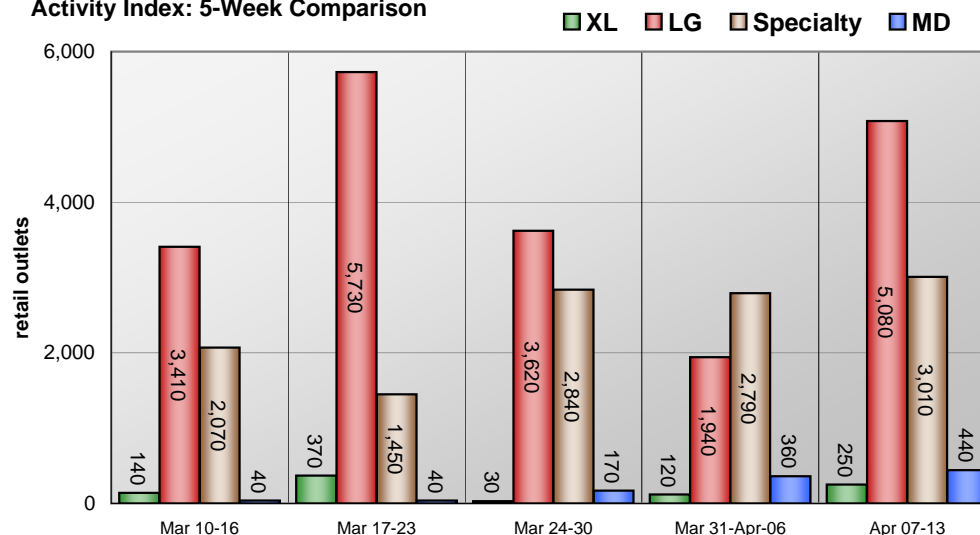
**Shell Egg Featuring - 04/07 thru 04/13**

Pre-Easter regular shell egg activity increased significantly with over half of the sampled outlets with features this week. The most active regions are the Northeast, Southwest and Northwest with more than 65% of sampled stores with ads. The average price of large white shell eggs offered to consumers on promotion has gone up sharply since the previous week. Medium and extra large eggs are still visible and continue to rise steadily in offering. Specialty shell egg promotional activity is higher than a week ago. Although Omega-3 and Cage-Free continue to maintain a steady pace, there is a notable increase on USDA Organic brown eggs.

**Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen**



**Activity Index: 5-Week Comparison**



**Explanatory Notes**

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		67.2% of 3,900 sampled outlets						30.5% of 4,700 sampled outlets						37.9% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,870 (includes Medium)						Activity Index = 1,650 (includes Medium)						Activity Index = 1,160 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.95	10	0.95										0.77 - 1.25	20	0.88
	White 18 pack																0.99 - 1.20	40	1.03
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.98	10	0.98	0.50 - 1.50	320	0.99	0.98 - 1.00	50	1.00	0.50 - 1.00	1,170	0.84	0.79	120	0.79	0.50 - 0.79	330	0.67
	White 18 pack				1.23 - 1.25	140	1.24				0.99 - 1.23	150	1.06				0.69 - 1.19	50	0.90
	Brown 12 pack																		
MEDIUM		White 12 pack			0.33 - 0.59	210	0.39	White 12 pack			0.50 - 0.72	150	0.62	White 12 pack			0.50 - 0.72	20	0.62
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99 - 4.59	270	3.33				3.00	130	3.00				2.50 - 3.00	190	2.51
	Brown 12 pack																		
OMEGA-3																			
L T Y	White 12 pack	1.99 - 2.50	430	2.07	1.50 - 2.50	930	2.04				1.99 - 2.19		2.12	1.99	70	1.99	1.99 - 2.50	120	2.02
	Brown 12 pack																		
	CAGE-FREE																		
Y	White 12 pack				2.50 - 2.99	550	2.68										2.00	200	2.00
	Brown 12 pack																2.50		2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		44.9% of 2,700 sampled outlets						87.8% of 1,900 sampled outlets						70.8% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,260 (includes Medium)						Activity Index = 1,150 (includes Medium)						Activity Index = 690 (includes Medium)					
USDA GRADE AA	White 12 pack				0.77 - 1.29	510	1.01				0.84 - 1.29	320	0.97				0.68 - 1.25	360	1.10
	White 18 pack				0.99 - 1.20	400	1.14				1.90 - 2.00	820	1.96				1.20 - 1.63	300	1.40
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack			0.33 - 0.34	30	0.34
USDA GRADE A	White 12 pack	0.69 - 1.00	70	0.78	0.50 - 1.00	140	0.56												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack			0.39	30	0.39	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC				2.50	40	2.50				2.99	10	2.99						
	White 12 pack																		
	Brown 12 pack																		
OMEGA-3					1.99 - 2.50	40	2.23												
L T Y	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE				2.49	10	2.49												
Y	White 12 pack				2.50	20	2.50												
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>